MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BEN2074 – ENTREPRENEURSHIP

15 AUGUST 2022
09.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FOUR (4)** pages excluding the cover page.
2. Answer all the questions
3. Marks are shown at the end of each question.

ESSAY QUESTIONS (100 Marks)

Answer all the questions.

Question 1

RAMLY: The King of Malaysian Burger

"I once made a loan in 1987 but was turned down by a financial institution". Many burger vendors out there sell burgers using Ramly brand products. But most of them do not know what the level of appearance of the owner of the famous brand, Ramly Burger.

Once upon a time, Ramly Bin Mokni, the owner of Ramly Burger used to go out to buy burgers from the street vendors who consumed the Ramly Burger brand. However, many of the vendors did not recognize him and did not know about the presence of the owner of Ramly Burger. This is because he is so humble, yet these vendors do not notice him as a VIP at all.

The success of Ramly brand after it was established in 1984 is a result of strong passion and dedication to the mission to produce halal, clean and quality products. Ramly is a businessman from Tanjung Piandang, Perak. He is the 8th child of 16 siblings. It is said that he grew up in Sekinchan, Selangor until adulthood and then moved to Kuala Lumpur to find employment.

Just mention burgers, surely the name of a brand that is no stranger to Ramly will play in the mind. Yes, on average we all grew up knowing Ramly Burger and was accepted by various sections of Malaysian society regardless of religion, race and rank.

Ramly Burger is a brand that is a source of pride for all Malaysians. This is because it is quite synonymous with the acceptance of Malaysians by the name of Ramly for additional western -style food when it comes to burgers.

Continued...

The story began in 1978 when our country was in turmoil with the issue of illegal halal regarding this burger meat. So, Ramly as a butcher took this opportunity to make his own and sell burger meat from home together with the help of his wife, Shala Siah Binti Abdul Manap.

Armed with a capital of RM2,000 at that time, the husband and wife made their own burger meat manually without the help of any support machine just a knife in their house in a flat in Jalan Haji Hussein, Kampung Baru.

It is said that at the beginning of their business, there was less demand because the people in Malaysia at that time did not like to eat burgers. However, thanks to the patience and perseverance of owner Ramly and his wife, they continue to do business and open burger stalls near the Chow Kit area.

Since then, the demand for Ramly Burger meat has been increasing day by day. Starting with 200 pieces of meat a day then they started getting orders up to 3,000 pieces a day.

In 1980, they started to open a company and only four years later, they have successfully opened a factory in Bandar Tun Razak by producing about 10,000 pieces in 1 day.

Ramly Burger's biggest challenge when he first wanted to develop was that the Majlis Amanah Rakyat (MARA) rejected their loan application on the grounds that not many Malaysians ate burgers, but the Development Bank approved their application.

Today, Ramly Burger's annual sales reach RM1 billion and the meat used for a day is close to 1.5 tonnes to produce various types of Ramly brand products. Now, the Ramly brand no longer only produces burgers, but also sausages, nuggets, meatballs, minced meat, chili sauce and more.

Source: Adapted from Garasi TV, 30 June 2022 www.facebook.com/garasifbtv

Based on the case study above, produce a SWOT Analysis about the company and after that create a Value Proposition Canvas (VPC) to depict how the company has successfully achieved the product-market fit.

(40 marks)

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Question 2

The Importance of Innovation in Business

Modern businesses grow and succeed in today's corporate climate for a myriad of different reasons. Some are known for their products, others for their services, and others still for less easily defined factors such as strong brand loyalty or captivating ad campaigns.

If you were to look at the organizations that truly stand out from the pack today as clear leaders within their industries, however, it would be clear that they all have one common factor: they all embrace innovation.

These innovative leaders include relatively new organizations such as Uber and Amazon—which changed processes at the core of their industries in order to disrupt the status quo—as well as stalwarts like Microsoft and Apple, which have been around for decades but owe their continued success to constant reinvention and innovation. Yet, no matter its industry or current standing, an organization cannot expect to maintain a competitive edge if innovation is not part of the overall business strategy.

Blog excerpt Adapted from: Will Purcell, student blog at
https://www.northeastern.edu/graduate/blog/importance-of-innovation/

Based on the blog excerpt, it is an emphasis given to the role of innovation in making a business offering relevant to the marketplace. Define innovation and differentiate **THREE (3)** types of innovation that can be practice by entrepreneurs, namely disruptive innovation, radical innovation, and incremental innovation. You can support your description by providing relevant examples.

(8 marks)

Question 3

List down **FOUR (4)** factors that can facilitate and **FOUR (4)** factors that can inhibits creativity at the organizational level during the development of successful business ideas

(8 marks)

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Question 4

Peter Parker phoned you and invited you to meet for coffee after doing extensive study and compiling a long list of company ideas. He admitted to you throughout the chat that he had a number of business ideas and feels that any of them may be successful.

Assist Peter Parker by explaining the idea test and providing him with a one-page concept test paper so that he may determine if his enthusiasm for starting a new firm is in line with the market indications.

(12 marks)

Question 5

What are the most important variables that business owners should consider when selecting a site, since a good location may lead to more sales, cheaper running costs, and higher profit? In this instance, ZZ is seeking your input on two possibilities, an offline product and an online product. Please list SIX (6) factors to determine the right business location.

(12 marks)

Question 6

Outline **FIVE (5) hidden** meanings of a brand that the entrepreneurs and stakeholders are mutually sharing.

(10 marks)

Question 7

As an officer from National Entrepreneurship Institute (INSKEN), you have visited a local business called Todak Attack, a company that produces computer gaming products and accessories. With permission from the owner, you are allowed to assess the business's suitability for growth using internal growth strategies.

Describe TWO (2) internal product-growth strategies that the business owner can utilize to expand his business.

(10 marks)

[Full: 100 marks]

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